

Autumn
and Winter
fashions
for the

Shorter Woman



If you're about five-foot-two

Eastex

is designed for you



1962

Eastex sets the style for AUTUMN

Styling, as ever, is the keynote to the new collection, with the added luxury of a wider and more varied use of really superb furs.

Rich, warm coats and suits, and beautifully fashioned dresses designed exclusively for the elegant shorter woman, claim a dominant position this season, all in a variety of styles and finest quality materials, tailored to a degree of excellence which guarantees perfect fit.

And, following their success in the Spring, the popular "Miss Eastex" styles now make their first Autumn appearance.

Owing to lack of space, it is only possible to show you a selection of the many styles which make up the Eastex collection. We do advise you to view them just as soon as you can at your stockist (see enclosed list), so that you will have the fullest possible choice at your fingertips.

On the Front Cover

2533 (left) Cut on fuller lines, this two-tone wool and worsted curl boucle swagger features dyed China Mink or Marmot collar. Colours include Brown, Green, Red, Royal. 7 to 8. In Marmot 24 gns. In China Mink 30 gns.

2940 (right) Pocket outlining in braid and Persian Lamb collar lend an air to this two-tone curl boucle suit. Colours include Blue, Chestnut, Moss, Cyclamen. 5 to 10. WX. 27 gns. *M

2160 (left) All-occasion coat in two-tone diagonal curl boucle with collar outlined in wool braid. Colours include Brown, Green, Red, Royal. 7 to 9. About £20/9/6.

2101 (right) Appealing swagger in blended wool and mohair pile coating with the new collar line. Colours include Tabac, Sapphire, Carnation, Royal, Blue, Charcoal and Fir Green. 5 to 7. About £19/10/0.



Magilock

adjustable waistband (British Patent 766573)

Most Eastex suits have the "Magilock" Adjustable Waistband. Ensures a perfect, snug fit. Where "Magilock" is fitted, the descriptive matter carries this mark: *M

Eastex '52', C.P.O. Box 617, Wellington

Miss
Eastex



2452 Captivating Miss Eastex coat in all-wool velour with bracelet collar of Greenland squirrel. Colours include Havana, Tyrian Blue, Fern Green, Carnation, Royal, Black Tulip, Beige, Camel. 5 to 8. About £25/10/0.



2715 The lovely touch of velvet on collar and pockets distinguishes this suit of two-tone curl boucle suiting. Colours include Blue, Chestnut, Moss, Cyclamen. 7 to SW. About 21 gns.

*M



2402 Luxurious Lucca Lamb styles the collar of this chic swagger. Colours include Grey, Green, Royal, Blue. 7 to SW. About £25/10/0.

\$5
LB



2551 Luxurious wrap-over style in black and coloured lustre curled boucle with Persian Lamb. Colours include Copper, Emerald, Silver and Royal. 7 to SW. About 35 gns.



2034 For formal and informal occasions, this attractive coat in wool and mohair brushed check tweed, and colours include Blue, Brown, Green and Grey. 6 to 9. About £17/7/6.



2116 Graceful flowing coat cut on full lines in two-tone wool and worsted curl boucle. Colours include Blue, Brown, Green and African Violet. 6 to 8. About £17/19/6.



2552 Persian Lamb teams with all-wool diagonal coating to fashion this special swagger in colours including Tabac, Olive, Blue, Carnation and Black Tulip. 7 to 9. About £29/19/6.



2015 All-wool velour styles this flattering swagger in colours which include Green, Brown, Red, Blue, Violet, Carnation, Royal, Black Tulip, Beige and Camel. 6 to 9. About 18 gns.

Easterx RANGE
52
BY A REGISTERED USER OF THE TRADE MARK(S)

THE LABEL OF LUXURY



2790 The latest in style, this suit in all-wool and worsted curl boucle suiting with fancy stitching finish. Colours include Antelope, Olive, Black, Royal. 6 to 8. About £19/10/0.



2000 Elegant air created by two-tone curl boucle with neat pocket finish. Colours include Grey, Royal, Moss and Violet. 6 to 8. About £17/19/6. *Also similar style (2046) in all-wool velour. About 18 gns.*



2474 Flattering soft-shouldered swag-ger in all-wool velour. Colours in-clude Royal, Black Tulip, Cobalt Blue, Beige, Moss, Havana, Carna-tion and Camel. **2474** with Peter Pan collar of Beaver Lamb. About £23/12/6. **2478** with roll collar of Beaver Lamb. About 24 gns. Both 6 to 8.



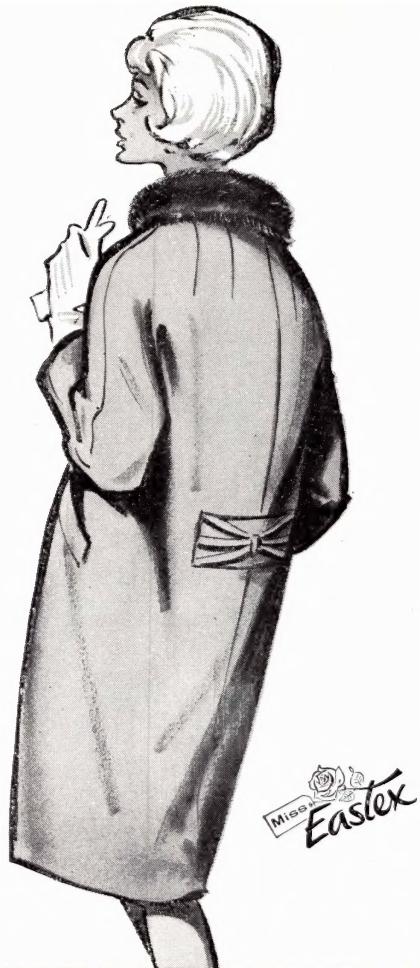
2756 In fine worsted Charmelaine, this exceptional suit has inverted pleats at both back and front. Colours include Olive, Antelope, Royal and Black. 7 to 9. About £20/9/6.



2463 Distinctive full swagger in two-tone curl boucle with collar of Indian Lamb. Colours including Royal, Violet and Black/Grey. 7 to SW. About £27/15/0.



2886 Sophisticated seven-eighths suit of two-tone curl boucle suiting. Skirt has back vent. Colours include Blue, Chestnut, Moss, Cyclamen. 6 to 9. About 21 gns.



2428 Youthful Miss Eastex swagger in all-wool velour and bracelet collar of dyed marmot. Colours include Havana, Moss, Tyrian Blue, Carnation, Royal, Black Tulip, Beige and Camel. 5 to 8. About £23/5/0.



2406 Lucca Lamb bracelet collar adds richness to this casual coat in soft all-wool velour. Colours include Fern Green, Havana, Tyrian Blue, Midnight, Royal, Black Tulip, Beige and Camel. 7 to 9. About £23/12/6. Available also in Mohair in many fashion colours.



2162 A stroller of style from the Miss Eastex range, in two-tone diagonal curl boucle with wool braid trim. Colours include Brown, Green, Red, and Royal. 5 to 8. About 18 gns.



2201 Wool fringing complements the collar of this smart coat in black and coloured lustre curl boucle, and colours including Copper, Emerald, Royal, Silver. 5 to 8. About £20/9/6.



2001 Chic swagger coat in cosy two-tone curl boucle. Colours include Brown, Moss, Royal and Black/Grey. 6 to 8. About £19/2/6.



2990 Braid buttons harmonise with pocket motif of this seven-eighths suit of luxurious two-tone diagonal curl boucle with Persian Lamb collar. Colours include Brown, Green, Red and Royal. 6 to SW. About 30 gns.



2526 A dyed China Mink collar adds charm to this Miss Eastex swagger in soft all-wool velour. Colours include Royal, Black Tulip, Cobalt Blue, Beige, Moss, Havana, Carnation and Camel. 5 to 8. About £26/15/0. Also available in Mohair.



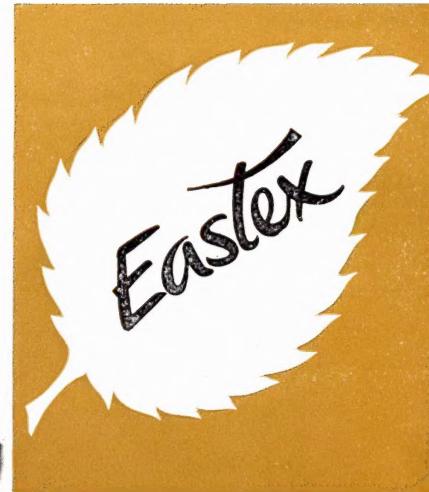
2912 Delightful double-breasted suit from the Miss Eastex range, styled from Merino wool suiting with small curl effect, the collar of Greenland Squirrel. Colours include Blue, Havana, Sage and Slate. 5 to 8. About £25/5/0.

*M means Magilock
adjustable waistband



2930 Classic suit highlighted by striped Marmot collar. From Merino wool suiting with small curl effect. Colours include Havana, Sage, Smoke Blue and Slate. 6 to 9. About £27.

*M



It is with great pleasure that we again offer you an unsurpassed collection of Jersey suits and dresses available from the stockists listed with this brochure. However, we suggest that you are early in order to see the full range.

There is only space to show you nine of the widely different styles which await your approval at prices from £11/5/0.

In this new range of unlined Jerseys, we present exciting styles in a choice of new season's colours, in Piqué, Miniature Check, Bourrelet, and the new Jewel Jacquard.



If you're 5' 2" or thereabouts EASTEX is designed for you

There's joy in Jersey . . .
especially for Autumn



JD 696 Available in miniature check double knit Jersey in Royal, Peacock, Chestnut, and Black/White. Sizes 36 to 40 about £12/15/0; 42 to 46 about £13/9/6.

J 318 Available in plain double knit Jersey in Frigate Blue, Van Dyke Brown, Peacock, Tree Fern, and Bamboo. Sizes 6 to 8. About £15/15/0.



J 321 Available in plain double knit Jersey in Bamboo, Mid Grey, Frigate Blue, Fern Green, Van Dyke Brown, Dark Grey, Royal and Peacock. Sizes SW. to WX. About £16/19/6.

J 319 Available in plain double knit Jersey in Bamboo, Mid Grey, Brown, Forest Green, Van Dyke Brown, Tree Fern, Golf Beige, and Navy. Sizes SW. to WX. About £16/19/6.

J 309 Available in Midnight, Chestnut, Grey, Green, Red and Violet. Sizes 5-9 about £15/15/0; SW. to WX. about £16/19/6.



AUTUMN
STYLES
in JERSEY



if you're about 5' 2"

Eastex
is designed for you

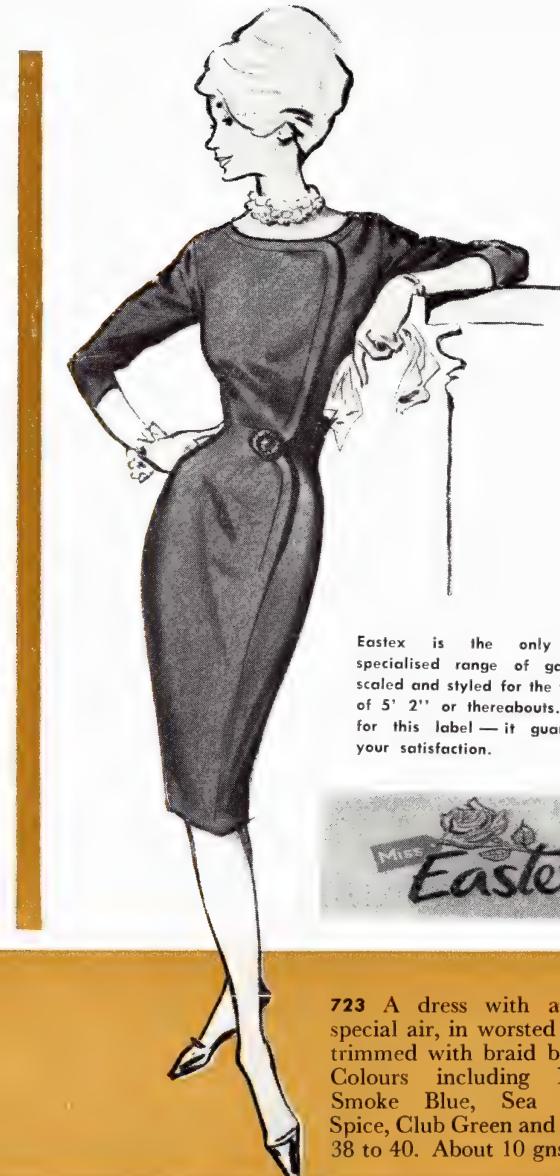
JD 692 Available in plain double knit in Royal, Carnival, Nutmeg, and Snow Brown. Sizes 38 to 42. About £11/5/0.

JD 691 Available in plain double knit Jersey in Arctic White, Tree Fern, Jug Brown, London Blue and Snow Brown. Sizes 36 to 40. About £12/12/0.

JD 694 Available in Jewel Jacquard in Chestnut, Grey, Midnight, Violet, and Green. Sizes 38 to 44. About £14/3/6.



J 303 In Chestnut, Peacock, Royal, Lilac, Green, Navy, Black/White and Grey. Sizes 5 to 9 about £15/15/0; W. to OS. about £16/19/6.



Eastex is the only truly specialised range of garments scaled and styled for the woman of 5' 2" or thereabouts. Look for this label — it guarantees your satisfaction.



723 A dress with a very special air, in worsted crepe trimmed with braid button. Colours including Black, Smoke Blue, Sea Haze, Spice, Club Green and Moss. 38 to 40. About 10 gns.



725 Matching satin, hand-beaded, trims this graceful dress of fine worsted Georgette. Colours include Black, Dark Grey, Beaver, Bronze, Ultramarine and Forest Pine. 42 to 44. About 15 gns.



705 A delight in Arnel Pleated Jersey. Colours include Beige, Topaz, Black, Red. 36 to 40. About £7/17/6.



758 A flattering style from Worsted/Crystal Jersey, in colours including Blue, Brown, Green. 36 to 40. About 15 gns.



746 Designed for style, this Double-knit Jacquard Worsted Jersey dress. Colours include Green, Brown, Royal. 38 to 42. About £11/19/6.

711 A picture of elegance in attractive plain colours including Cobblestone, Black, Taupe, Blue Indigo, Reseda. 40 to 42. About £9/15/0.



If you have a friend who would like a copy of these Brochures write to:

EASTEX '52'
C.P.O. Box 617
WELLINGTON

enclosing name and address.

726 A best-occasion dress in all-wool in Mink, Smoke, Cherry, Moss, Royal. About £9/19/6.



714 Ideal all occasion dress in Arnel Jersey. Colours include Blue, Beige, Topaz, Green and Red. 40 to 42. About 6 gns.



Eastex AUTUMN AND WINTER FASHIONS 1962

Autumn-Winter Winners

WITH THE EXCITING 1962
PERFECTIONIST LOOK BY

GOR-RAY



DEAR MADAM:

WE ARE GLAD OF THE OPPORTUNITY TO DRAW YOUR ATTENTION TO THE FASCINATING NEW COLLECTION OF GOR-RAY SKIRTS AND SLACKS FOR THE COMING SEASON.

GOR-RAY AS YOU KNOW IS THE WORLDS BEST AND BIGGEST SELLING SKIRT. ITS THE SKIRT OF INTERNATIONAL FAME FAVOURED IN AMERICA, FRANCE, ITALY, GERMANY AS WELL AS ENGLAND, AUSTRALIA AND NEW ZEALAND. FOR 1962 GOR-RAY HAS CREATED THE PERFECTIONIST LOOK IN SKIRTS AND SLACKS. WITH SO MANY LOVELY STYLES, GOR-RAY SHOW YOU A WHOLE NEW FASHION WAY OF LIFE. THE CUT, THE FIT, AND THE FINISH OF GOR-RAY SKIRTS AND SLACKS IS PERFECTION.

YOU'LL BE SURE TO FIND YOUR KIND OF SKIRT IN GOR-RAY'S 1962 "PERFECTIONIST LOOK" COLLECTION. GOR-RAY SKIRTS AND SLACKS GET FULL MARKS FOR SMART GOOD LOOKS IN EVERY SETTING. CAREER GIRLS ARE SIMILARLY SMART IN GOR-RAY. THEY CREATE NEW ELEGANCE AND FREEDOM ON THE GOLF LINKS. THERE SUCH AN ARRAY OF BEAUTIFUL NEW FABRICS AND COLOURS TO MATCH AND TONE WITH ANYTHING IN YOUR WARDROBE. GOR-RAY TERYLENE AND WORSTEDS ARE A FASHION TRIUMPH. AND OF COURSE THERE ARE FABULOUS PURE WOOL SKIRTS BY GOR-RAY IN THE NEW PERFECTIONIST LOOK FOR 1962.

BE SURE TO SEE THESE NEW GOR-RAY SKIRTS IN YOUR FAVOURITE FASHION STORE. THEY ARE ON DISPLAY NOW. AND REMEMBER WHATEVER YOUR PREFERENCE, WHATEVER YOUR SIZE, THERES A GOR-RAY SKIRT FOR YOU.

YOURS FAITHFULLY,
GOR-RAY

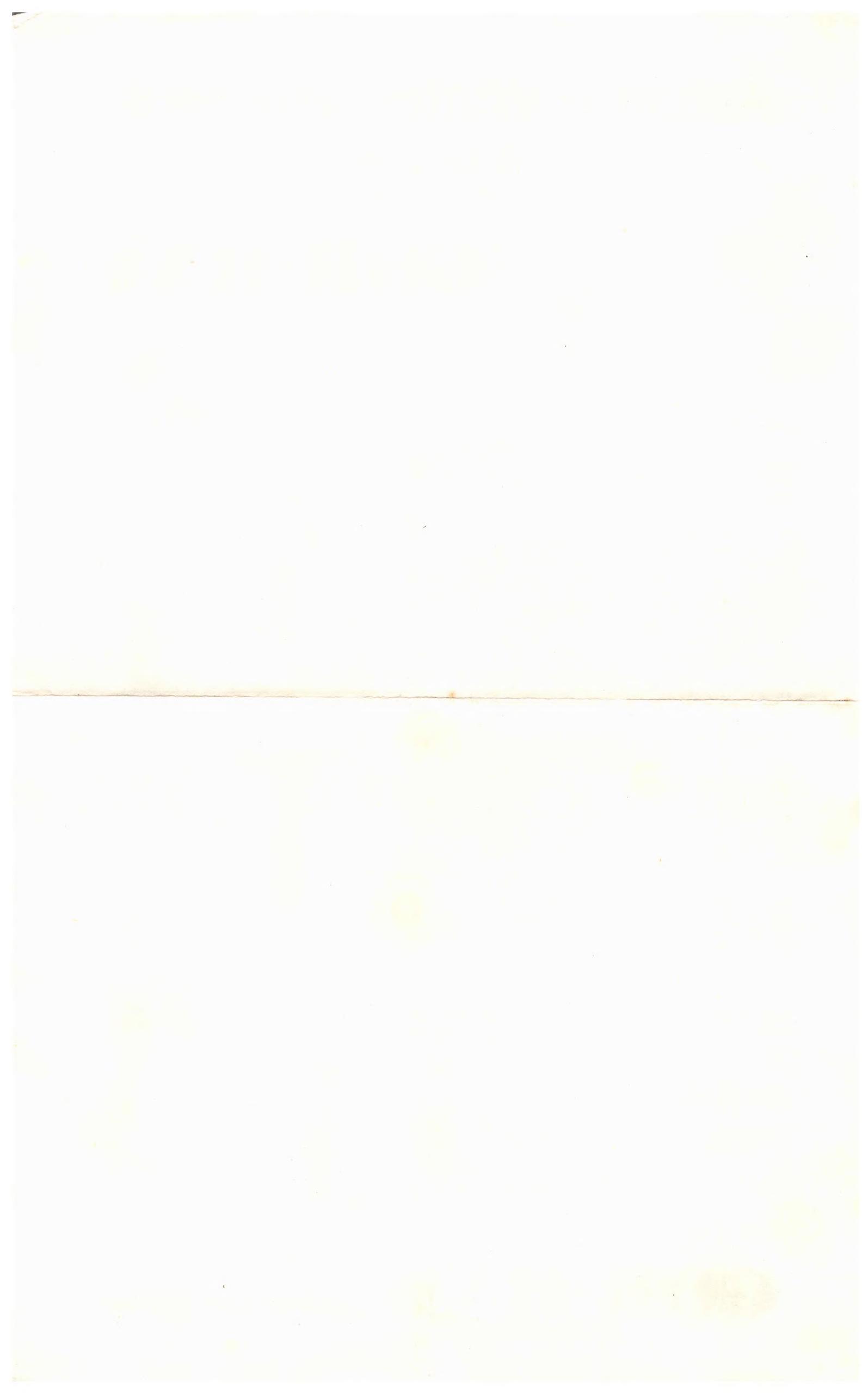
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BE SURE TO SEE
THESE NEW GOR-RAY
SKIRTS AND SLACKS
ON DISPLAY



GOR-RAY

skirts one better!



CANTERBURY AND WEST COAST

Ashburton:

Beaths Ltd.
N.Z.F.C.A. Ltd., East Street

Christchurch:

T. Armstrong & Co. Ltd., Cnr. Armagh and
Colombo Streets
J. Ballantyne & Co. Ltd., Cashel Street
Beath & Co. Ltd., Cashel Street
Butterfields, High Street
D.I.C. Ltd., 154 Cashel Street
Hays Ltd., Gloucester Street
N.Z.F.C.A. Ltd., Cashel Street
Salon Celia, 115 Cashel Street

Greymouth:

Trumans Ltd., Mackay Street

New Brighton:

Beaths Ltd.

Temuka:

Morrisons Cardigan Shop, King Street

Timaru:

Beath & Co. Ltd.
J. Ballantyne & Co. Ltd., Stafford Street
C.F.C.A. Ltd., Beswick Street
Colin Don Ltd., 210 Stafford Street
Hays Ltd., Stafford Street

Waimate:

C.F.C.A. Ltd., Queen Street

Westport:

T. A. Dellaca Ltd., Palmerston Street

NELSON AND MARLBOROUGH

Blenheim:

N.Z.F.C.A. Ltd.
J. E. Thomas's Ltd.
Wright Stephenson & Co. Ltd.

Motueka:

J. Assaf Ltd., 149 High Street
Barbara Bobbs Ltd., 130 High Street

Nelson:

Claire Marsack Ltd., 56 Bridge Street
Fashion Centre, 78 Bridge Street
Jays Ltd., 110 Bridge Street
Louisson's Ltd., 237 Trafalgar Street
McKay & Son Ltd., 68-72 Bridge Street
Wright Stephenson & Co. Ltd., Trafalgar Street

If you're about five-foot-two "EASTEX" is designed for you

OTAGO AND SOUTHLAND

Balclutha:

Carolyn Gowns, Clyde Street

H. & J. Smith Ltd., Tay Street

Thomson & Beattie Ltd., Tay Street

Dunedin:

Arthur Barnett Ltd., 266-267 George Street
D.I.C. Ltd., George Street
D.S.A. Ltd., 212-224 George Street
J. K. Dolan Ltd., 328 George Street
Hays Ltd., Princes & George Streets
Mademoiselle Modes, 254 George Street

Milton:

James Gray & Son, Union Street

Oamaru:

Hays Ltd., Thames Street
Exclusive Gowns
N.O.F.C.A. Ltd., Thames Street
Miss J. Russell, 72 Thames Street

Gore:

H. & J. Smith Ltd., Main Street

Queenstown:

Exclusive Gowns

Invercargill:

D.I.C. Ltd., Tay Street
Fashion Centre, 62 Tay Street



If you have a friend who would like a copy of the "Eastex" Brochure write to
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